

NEW

Whole Home Wi-Fi (WHW)



What is it?

This new program offers a way to monetize extenders, while providing consistent and reliable Wi-Fi coverage throughout your entire home.



Why?

- Extenders means reduced dead zones or dropped signals
- Better customer retention with less Wi-Fi frustrations
- Higher ARPU growth and better operational efficiency



Seamless Connectivity

Reduced more dead zones. WHW, powered by mesh networks, uses multiple access points for strong, consistent coverage in through your home.



Enhanced Performance

Traditional setups can struggle with multiple devices, but Whole Home Wi-Fi evenly distributes the load for consistent performance, even at peak times.



Support for Modern Life

Supports Remote/Hybrid environments. Stream 4k/8k, online gaming, and smart home manage without buffering or lag.



Scalability and Flexibility

Built to grow with you- easily expand coverage as you add devices, upgrade speeds, or expand your home. A flexible, future-proof investment.



Current Model:

1st extender free

\$3 for each additional device

(existing customers grandfathered & locked in unless they want to add an extender- then they would move to the new model.)



New Model:



free truck roll

\$10 for up to 3 extenders per month

promo: \$5 a month for the first 6 months



Positioning



Talking Points **Seamless coverage, Zero Compromises**



Features:

- Whole Home Wi-Fi scales to support any size home using the Extender; Eligible for up to 3 extenders (one at a time).
- Reduces "dead zones" – areas where Wi-Fi signals are weak or nonexistent.
- Free Technician visits to ensure the best connectivity experience
- Easy setup, no hassle – Use the MyOptimum App to follow the quick set-up.
- Our support team is available if you ever need help.
- Fast & Reliable connectivity with more devices than ever – laptops, smart tv, smart home gadgets and more to keep up with your Wi-Fi needs.

Pricing: \$10 rate – \$5 promo offer first 6 months

Audience: All residential customers, especially households with streamers, gamers, large homes, pre-war homes, homes with complex construction and obstructions

Handling Common Objections



1 "My Wi-Fi works fine, I don't need this."

◆ *"That's great! But have you ever noticed slower speeds in certain rooms or when multiple devices are connected?"*

2 "Why should I pay extra for something my router already does?"

◆ *"A single router can struggle with walls, floors, and multiple devices—Whole Home Wi-Fi ensures strong coverage everywhere."*

3 "I don't want another monthly charge."

◆ *"For just \$5 a month for the first six months, see the difference for yourself."*

4 "Can't I just move my router instead?"

◆ *"Moving it might help a little, but it won't fix coverage gaps—this system actively helps fill in weak spots for seamless Wi-Fi."*

5 "I already have an extender."

◆ *"Unlike a basic extender, Whole Home Wi-Fi creates a single, connected network that adapts to your home for better performance."*



Role Play



INSTRUCTIONS

Each scenario will start with the **discovery** phase of the customer interaction.

In each scenario,

- a. Assign roles to **two** participants
- b. Initiate role-play. Ensure the person playing the sales rep demonstrates **Discovery, Recommendation, and Overcoming Objections**.
- c. When the scenario has ended, immediately **pause for feedback**.
 - i. Encourage participants and observers to **share** their thoughts on what went well and what could be improved.
- d. Once a scenario is complete, have the participants **swap roles**. This means each scenario will be acted out **twice**.
- e. When moving onto a new scenario, **repeat** steps A - D



SET THE SCENE

One participant will act as the customer, another as the sales representative.

DEBRIEF AFTER

After each scenario is acted out, conduct a group reflection.

Encourage participants to share what they learned, what they found challenging, and what strategies were effective.

Role Play Scenarios

CUSTOMER

You work from home and rely on a stable internet connection for video calls, cloud applications, and large file transfers. You've experienced dropped signals in certain areas of your home, causing frustration during important meetings. You want a reliable and consistent Wi-Fi connection but aren't sure if you need additional extenders.

SCENARIO OBJECTION

"I already have internet, and I think my router should be enough. Why would I need Whole Home Wi-Fi?"

POSSIBLE RESPONSE

"I totally get that! A single router works great in open spaces, but for homes with multiple rooms, walls, or floors, Wi-Fi signals can weaken.

Whole Home Wi-Fi ensures seamless coverage in every corner, so you never have to worry about slow connections during an important meeting or video call."

CUSTOMER

You have a large household with multiple smart home devices, including smart TVs, security cameras, smart thermostats, and streaming devices. You've noticed lag and buffering when multiple family members are online, especially in different rooms. You need a strong and consistent connection across all devices.

SCENARIO OBJECTION

"I don't want to pay extra for something I might not need. My Wi-Fi works fine most of the time."

POSSIBLE RESPONSE

"I hear you! Many of our customers didn't realize how much their network was being stretched until they upgraded. With more smart home devices, your Wi-Fi is working harder than ever. Whole Home Wi-Fi optimizes device performance so you can stream, game, and control your smart home without interruptions."

Pro Tip

✓ *Leverage the trial offer.*

If the customer is hesitant, remind them: "For the first six months, it's only \$5 a month, and you can see the difference for yourself!" This lowers the risk for the customer and encourages them to try it.

KEEP IN MIND...

Remember to uncover the customer's needs by asking the right Discovery questions. Once you have an idea of what would be best for them, make your Recommendation. Be ready for Objections and handle them appropriately!

LOOKING BACK...

Discuss what worked and what could have been better. Then, have participants swap roles and play again.